



## FREQUENTLY ASKED QUESTIONS

### **We already pay tuition, why do we need to donate money to the school?**

The Cougar Pride Annual Fund helps keep tuitions as low as possible. Like almost all independent schools, tuition does not cover the full cost of a Clariden School education. Funds raised through the Cougar Pride Annual Fund *bridge the gap* between tuition revenue and the cost of running the school, and provides the added resources in order to take our school from good to great.

### **What does the money from the Cougar Pride Annual Fund go toward?**

Your investment in the Cougar Pride Annual Fund supports all areas of the school: academic programs, teacher salaries, technology, facilities, etc. It also allows us to respond to our budgetary priorities and any unforeseen needs, developments or opportunities that may arise.

### **What is the difference between the Annual Fund and Spring Auction giving?**

The Annual Fund goes immediately into the school's operating budget to support the ongoing operations of the school. Spring Auction revenue is allocated towards specific initiatives and projects. In past years, auction revenues have gone towards the purchasing of iPads for classroom use, new playground equipment for our Saint Nicholas Center site, and other such initiatives.

### **How much should I give?**

What you give is entirely up to you, but we hope that Clariden will be a philanthropic priority for every Clariden family and ask that you make a gift that is meaningful to your family. No gift is too small and every gift is important and appreciated. The gap between tuition revenue and the cost of the running of the school is an average of **\$2,000 per student**.

### **Why not simply raise the tuition and eliminate the Annual Fund?**

Like most other independent schools, Clariden relies on the Cougar Pride Annual Fund income to bridge the gap between tuition revenue and the expenses associated with operating the School. In addition, gifts to the Annual Fund are completely tax deductible while additional tuition would not be.

### **What impact will my small gift have?**

Every gift, regardless of size, is important and appreciated and brings us closer to reaching our fundraising goal. Gifts of any size inspire more people to give; they are a vote of confidence in our school and our community.



## MYTH BUSTERS!

**If Clariden could only do ONE THING, it would be the COUGAR PRIDE FUND!** The contributions cover daily operational costs like teacher salaries and benefits (we must take care of our teachers!), technology upgrades, art materials, science lab supplies...all the important must-haves to run Clariden. Because the Cougar Pride Fund is such a critical initiative, it's worth a closer look at what you may think vs. what really is!

**MYTH:** *I have to give by October 1<sup>st</sup>*

**FACT:** The Cougar Pride Fund kicks off with North Texas Giving Day on Sept. 17, with the "official" campaign through from Oct. 3<sup>rd</sup>. Of course, contributions and pledges are welcome year-round. We have the two-week long "push" early in the school year, so the School has an idea of how much it can count on and plan accordingly. Give whenever works best for you!

**MYTH:** *My entire gift needs to be paid now.*

**FACT:** Pledge now, pay later – just let us know! Spread it out and make monthly credit card or auto bank drafts...give when your work bonus or tax refund comes in...use whatever method is most convenient for your family (simply fulfill by May 1, 2021).

**MYTH:** *I have to give \$2,000 per student.*

**FACT:** That is the requested amount, but ALL gifts in ALL amounts are IMPORTANT and APPRECIATED! Contribute the greatest amount that you would feel really good about putting toward your student's education! Parent participation at some level is desired; 100% parent support is always our goal!

**MYTH:** *Everyone will know how much we donate.*

**FACT:** Gift amounts are CONFIDENTIAL; just the development office staff (Angie and Angela) knows how much each family donates. No names will be listed just parent participation percentages will be shared.

**MYTH:** *Matching Corporate donations aren't accepted.*

**FACT:** We love matching gifts! We will even help do the leg work if needed. Just contact Angie Gofredo at [agofredo@claridenschool.org](mailto:agofredo@claridenschool.org).

Our school truly needs every family to donate. A Clariden education would be so very different without parent contributions! We are so thankful for every gift we receive. We want this to be fun as well; a little class competition never hurt anyone. The class who brings in the most number of donations will get lunch with Mrs. Naples